

NCAP24

WORLD CONGRESS

**Shaping the future of safer vehicles
and sustainable mobility**
23-24 April 2024, Munich, Germany



NCAP24 Mission

Strong partnership is fundamental to achieving our Global Goals for road safety and sustainable mobility.

That's why Global NCAP has created NCAP24, a new event platform focused on multi-stakeholder collaboration, hosted in its inaugural year in Munich with our friends at Euro NCAP and the ADAC.

Bringing together the NCAP community worldwide as well as leaders from industry, government and civil society, NCAP24 will provide a unique opportunity for knowledge sharing and insights into the mobility challenges on the road ahead.



“TO ACHIEVE OUR GLOBAL GOALS FOR SAFER AND MORE SUSTAINABLE MOBILITY WE NEED TO BUILD STRONG PARTNERSHIPS. WE’VE CREATED NCAP24 AS A UNIQUE NEW PLATFORM TO DRIVE THAT COLLABORATION FORWARD.”

**DAVID WARD
EXECUTIVE PRESIDENT
TOWARDS ZERO FOUNDATION**

Why NCAP24?

The automotive sector is experiencing a period of enormous disruption and change.

Environmental objectives and the demand for safer, more sustainable mobility combined with the implications of new technologies are transforming the legislative agenda and consumer expectations.

It's a moment for mission driven leadership. NCAP24 has been created as a forum for that challenging conversation.



**“THE PARTNERSHIPS
WE BUILD AT
NCAP24 WILL HELP
SHAPE THE FUTURE FOR
SAFER VEHICLES.”**

**MICHEL VAN RATINGEN
SECRETARY GENERAL
EURO NCAP**

Welcome to Munich

Join speakers and delegates in Munich to share:

- Insightful keynotes
- Focused expert panel discussions
- The launch of new research
- The launch of new programmes and partnerships
- Practical demonstrations of the latest vehicle technologies
- Industry leading exhibition of mission relevant product innovations
- Unique networking opportunities with NCAP leaders worldwide

**“ADDRESSING THE CHALLENGES
FOR SAFER AND MORE
SUSTAINABLE MOBILITY,
CREATING A UNIQUE
OPPORTUNITY FOR MEANINGFUL
KNOWLEDGE EXCHANGE WITH
WORLDWIDE EXPERTS –
THIS IS THE ESSENCE OF NCAP24.”**

**KARSTEN SCHULZE
TECHNICAL PRESIDENT
ADAC**





Event Schedule

DAY ONE APRIL 23 ADAC HQ, MUNICH

- Launch of new Global NCAP crash test results
- Launch of new Global NCAP vehicle safety research
- Keynotes
- Panel sessions
- Gala Dinner

DAY TWO APRIL 24 ADAC MOBILITY TEST CENTRE, PENZING

- Launch of Euro NCAP HGV Safety Programme
- Launch of ISA Global Partnership
- Keynotes
- Panel Sessions
- Breakout sessions
- Vehicle safety demonstrations
- Exhibition

Headline Partner

Profile your brand with our Headline Partner Package including exclusive display exposure at ADAC HQ

- Exposure as Headline Partner
- Hospitality room at Penzing
- Exhibition space 24m² at Penzing
- 1 speaker slot (24 April at Penzing)
- 6 registrations, incl. exh. staff
- 6 NCAP24 dinner tickets
- App profile & push notification

€25,000 (excl VAT)



Industry Partner

Become an Industry Partner and showcase your brand with speaking slot and exhibition

- Exposure as Industry Partner
- Hospitality room at Penzing
- Exhibition space 18m² at Penzing
- 4 registrations, incl exh. staff
- 1 speaker slot (24 April at Penzing)
- 4 NCAP24 dinner tickets
- App profile & push notification

€15,000 (excl VAT)



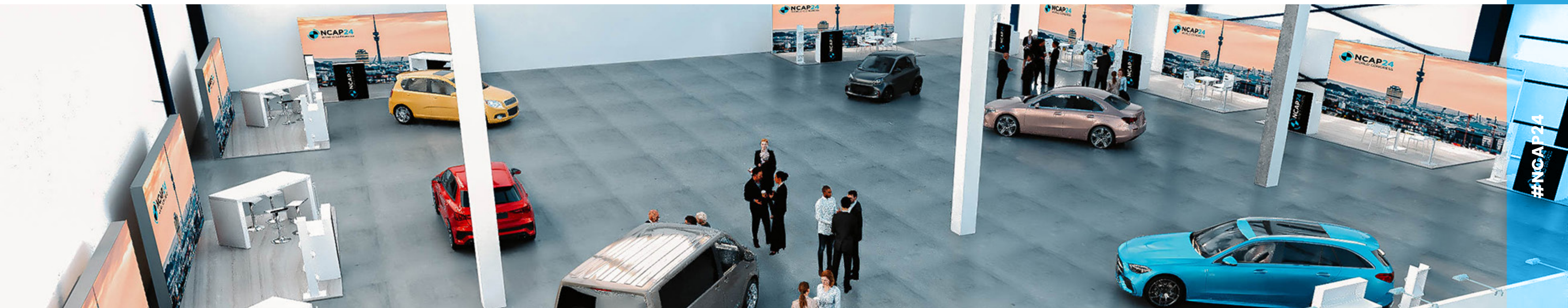
Technology Hosting Partner

Profile your brand as a Hosting Partner for our live technology demos at the ADAC Mobility Test Centre in Penzing

- Exclusive technology demo slot
- Trackside branding
- Event signage branding
- On vehicle NCAP24 branding
- Tailored social media content package

€10,000 (excl VAT)





Exhibition Opportunities

ADAC Mobility Test Centre, Penzing

PARTNER PACKAGES INCLUDING EXHIBITION SPACE

Headline Partner

Exclusive 24m² space (8x3) awaits the headline partner, ensuring prime visibility and prominence at the event.

Industry Partners

Spaces of 18m² (6x3) each, strategically located to maximize exposure and networking opportunities.

BOOTH PACKAGES

All Partner packages are based on Space-Only. Choose from our flexible exhibition packages to suit your needs. Ideal for those who wish to design their own booth and create a distinctive presence. Simplify your exhibition logistics with our turnkey solutions, providing a hassle-free experience.

Package A

The package includes carpet, lightbox with branding (2.5x6m), brochure stand, bag holder, table with 2 chairs, and an infodesk including branding.

€3350 (excl VAT)

Package B

The package includes carpet, seg rear wall (including 4 headspots), brochure stand, bag holder, table with 2 chairs, and an infodesk including branding.

€2850 (excl VAT)

To secure your preferred booth package, please indicate your choice (A or B) and notify us before 9th February 2024 for Package A and 25th February 2024 for Package B. This ensures reservation of materials, timely preparation and customization of your exhibition space.

Partner Benefits

BRAND EXPOSURE & SPEAKING SLOT

Increase your brand's visibility by sponsoring NCAP24. All sponsors gain a 15-minute speaking slot at Penzing on April 24th. Boost brand recognition and connect with an engaged audience.

HOSPITALITY ROOM & NCAP24 APP

Invite guests with exclusive access to a hospitality room, assigned based on sponsor level and available on a first-come, first-served basis. Additionally, gain a personalized profile and create a push notification for personalised brand representation on our dedicated NCAP24 app.

EXHIBITION & DISPLAY

Elevate your brand's presence with a 18m² exhibition space at Penzing or 24m² for Headline Partners. Select from standard shell-scheme booths or create your own setup to showcase your brand to the audience. For Headline Partners, there is the exclusive opportunity to showcase your company with a display at ADAC HQ.

REGISTRATION & DINNER TICKETS

Gain exclusive access to NCAP24, including sessions at ADAC HQ on April 23 and the ADAC Mobility Test Centre on April 24, as well as a complimentary Gala Dinner at Paulaner Nockherberg. Enhance your brand's visibility and network with industry leaders.



Partnership Promotion

Before, during and after the event, partner branded content will be generated and amplified via NCAP24 social and digital channels, to include:

- Use of brand and NCAP24 digital assets kit
- Partnership announcement via NCAP24 social channels
- Use of partner imagery and video content generated from the event
- Use of event wrap up film

NCAP24 REACH

750,000
monthly website page views

511,500
Youtube followers

404,216
TikTok followers

266,000
Facebook followers

104,388
Instagram followers

91,299
X followers

28,204
LinkedIn followers

Additional Opportunities

MOBILE APP - € 5000 (excl VAT)

Increase your brand's visibility with a prominent profile on the NCAP24 app, two captivating push notifications, and exposure as our app sponsor.

LANYARDS - € 2000 (excl VAT)

Gain widespread recognition with your company logo prominently displayed on lanyards distributed to all NCAP24 attendees.

NCAP24 DINNER - € 7500 (excl VAT)

Show your brand to the pinnacle of industry recognition by becoming the sponsor of our exclusive NCAP24 dinner at Paulaner Nockherberg.

LUNCH AT PENZING - € 7500 (excl VAT)

Elevate your brand during the lunch at Penzing. Sponsor our networking lunch and have your logo prominently featured on napkins and a banner in the lunch area. Showcase your support while enjoying prime visibility among engaged attendees.



Interest Form

Company

Contact Person

Email address

Telephone

Website

More Info

ncap24@globalncap.org
www.globalncap.org/ncap24

PACKAGE

Headline Partner

Industry Partner

Technology Hosting Partner

Additional opportunities

App

Lanyards

Gala Dinner

Lunch

Signature

Term & Conditions

Payment is due within 30 days of receiving the invoice. Sponsorship benefits start upon payment receipt. Cancellation before 1 March, 2024 incurs a 50% fee; after, 75%. The organizer reserves the right to modify benefits in unforeseen circumstances.